

Erie County Opiate Task Force

Community Education and Prevention Committee

Goals

- Educate the community about the current opioid epidemic in Western New York and addiction in general
- Provide awareness, guidance, and direction to those directly and indirectly impacted by the crisis
- AND promote, encourage and educate the community about prevention

What we have done/are doing

- Sponsor or promoted forums, resource fairs, trainings, panel discussions, etc.
- Continue to promote social media presence via Facebook and You Tube
- DEA National Prescription Drug Takeback Day

School Messaging

- Messaging directed at seniors heading into proms, graduations and college (st)
- Messaging directed at incoming college freshman (st)
- Developing messaging/programming that can be presented to superintendents/teachers as preparations begin for next school year (lt)
- Messaging will be consistent

Drug Courts

- Meeting with local drug court reps on May 10 to begin a dialogue to determine what the role of the drug courts is in the epidemic

Parent Videos

- Parents, families, friends are frustrated, don't know where to turn
- Working with parent group to create some videos to address some of these concerns/frustrations

Branding

- We are working to create a message to brand the epidemic
- Two colored balloon
- Pins
- Signs
- Purple-color of hope